



Event	Press Euro 2012
Subject	Investments related to EURO 2012
Date	17-18 November 2009
Location	Hotel Scandic, Gdansk

The Conference:

The PressEuro 2012 is the second edition of the Press magazine conference. The conference took place on November 17-18 at Hotel Scandic in Gdansk. The conference covered the following subjects:

- Investments related to EURO 2012
- sports marketing,
- base camp and hotel permits.

Description:

The Press Euro 2012 conference activities created a discussion platform, during which participants exchanged their ideas, contacts, and strengthened the cooperation between with Polish and Ukrainian Euro 2012 coordinators.

During the conference the following themes were discussed:

- The economic crisis and the financing of the Euro 2012 championship in Ukraine,
- Polish preparations for the UEFA EURO 2012,
- Investment plans in Warsaw for Euro 2012,
- Logistical support of stadiums during major sporting events,
- Preparation and organization of the Final Tournament Championship in football in 2012 – a system of sponsorship of UEFA EURO 2012,



- Information policy and marketing strategy of Lvov during the preparations for Euro 2012,
- The role of the sports marketing in building brand value of cities and regions.

Conclusion:

The Football Championship in 2012 will be an opportunity to change the image of Poland into that of a modern country, said Rafał Rosiejak – the national coordinator for hotels and accommodation.

Hotels and accommodation were the main topic of the conference. Kharkov and Kiev presented their preparation plans, new hotel investments and also the modernization of existing ones. At the moment everything goes according to the plan.

Hotels and the accommodation in Warsaw were presented by Mr. Andrzej Cudak, the manager of EURO 2012 in municipality of Warsaw. Currently Warsaw can offer 6550 rooms in 4 and 5 * hotels, and it was announced that in the near future over 2 thousand rooms of this class are going to be constructed and modernized. In the capital and its surroundings there are currently more than 3.5 thousand rooms in 3 * hotels and there are more than 1 thousand apartments. Andrzej Cudak said that currently, UEFA has increased their demand for hotels and accommodation for Euro Championship. To encourage investors for constructing new hotels in Warsaw, the Warsaw Council has adopted a special resolution, which gives tax exemptions from real estate tax to investors for 5 years. This resolution concerns only investments constructed by 2012.

As the conference was a success it will probably be held again next year. (www.presseuro.pl)